

IN THE SPECIFICATION

Amend the Brief Description of the Drawings section of the specification which begins on page 6, at line 8, as indicated by the markings as follows:

BRIEF DESCRIPTION OF THE DRAWINGS

All the above and other characteristics and advantages of the invention will be better understood through the following illustrative description of preferred embodiments, with reference to the appended drawings, wherein:

FIG. 1A shows an example of a web page, according to a preferred embodiment of the invention, designed for publishers to register.

FIG. 1B shows an example of a web page, according to a preferred embodiment of the invention, for publishers to determine the aesthetics of their multimedia box.

FIG. 1C shows an example of a web page, according to a preferred embodiment of the invention, for a publisher to search for multimedia items.

FIG. 1D shows an example of a web page, according to a preferred embodiment of the invention, for a publisher to receive a link(s) for selected multimedia items.

FIG. 2A shows an example of a web page, according to a preferred embodiment of the invention, designed for providers to register.

FIG. 2B shows an example of a web page, according to a preferred embodiment of the invention, for providers to add multimedia items and/or create a multimedia box.

FIG. 2C shows an example of a web page, according to a preferred embodiment of the invention, for an archive of a provider's multimedia boxes.

FIG. 2D shows an example of a web page, according to a preferred embodiment of the invention, for a provider to identify a publisher(s) to receive multimedia items.

FIG. 3 shows an example of a menubox embedded in a publisher web site.

FIG. 4 illustrates the databases in the system.

FIG. 5 is a block diagram illustrating the creation of a multimedia box.

FIG. 6 is an example illustrating an “add multimedia” button on a publisher’s web site.